



USDA Weekly Retail Turkey Feature Activity

Fri. Mar 23, 2007

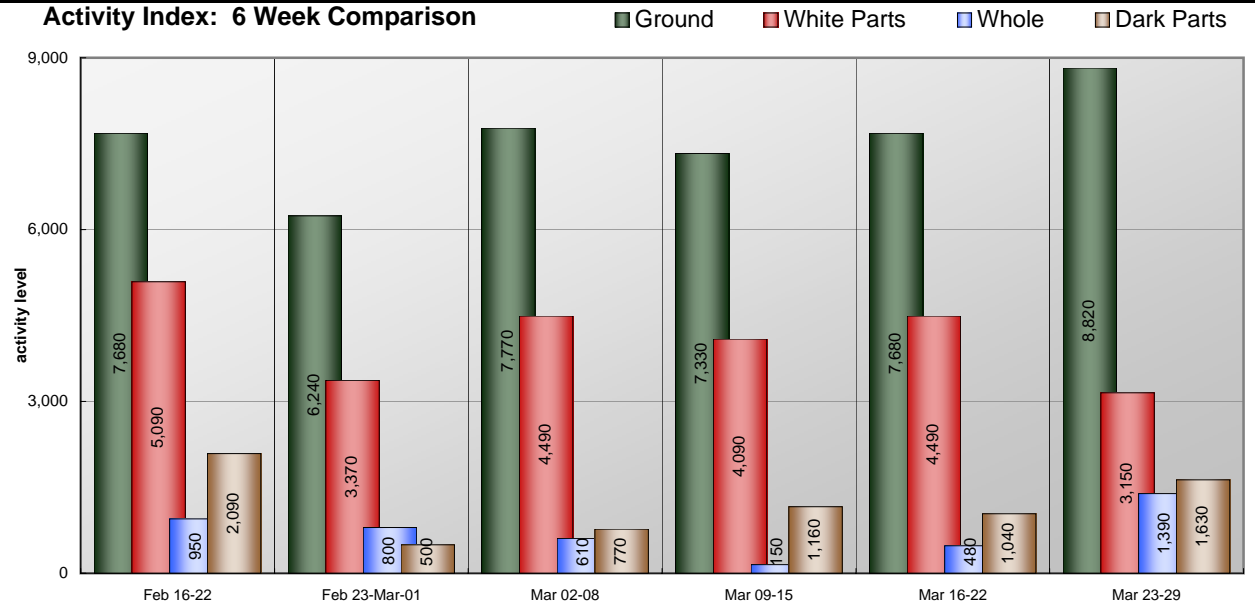
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/23 thru 03/29.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.1% of 17,000 outlets		45.9% of 17,000 outlets		50.2% of 17,000 outlets	
Special Rate 4/	7.2%		1.5%		7.2%	
Activity Index 2/	15,750		14,330		16,450	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	310	1.19	420	1.25	330	1.12
" - Toms	110	0.99	20	1.19	320	1.11
Frozen - Hens	440	0.84	10	0.58	30	0.86
" - Toms	530	0.87	30	0.89	30	0.86
PARTS:						
Breast:						
Bone-in, whole						
Fresh	220	1.08	730	1.91	560	1.87
Frozen	950	1.58	570	1.53	590	1.33
Hotel Style						
Fresh	300	1.06			70	1.05
Frozen						
Split, bone-in						
Fresh	110	2.26			50	1.99
Rotisserie	460	6.26	880	6.58	1,340	6.37
Boneless, whole	10	4.99	150	3.99	10	2.99
Cutlets	650	4.22	1,020	4.32	1,620	4.23
Cutlets, thin sliced	50	4.99	60	4.49	920	4.36
Strips			250	4.54		
Tenders	400	3.66	830	4.22	1,190	3.97
Marinated Tenders	750	3.85	450	4.15		
Drumsticks						
Thighs	20	1.49	520	1.38	340	0.99
Wings	600	1.28	520	1.38	340	1.08
Necks	10	1.49			310	1.06
Smoked Drumsticks	20	1.79			60	1.29
Smoked Wings	190	1.26			60	1.44
Smoked Necks	170	1.29			20	0.99
GROUND TURKEY:						
Patties	8,820	2.35	7,680	2.37	8,260	2.94
Sausage	1,770	2.56	1,180	2.43	1,180	2.77
85% lean	1,550	2.44	2,290	2.24	1,580	2.50
93% lean	2,210	1.78	360	1.64	640	1.72
Breast	2,640	2.31	3,090	2.14	1,530	2.21
	650	3.65	760	3.97	3,330	3.77
Rolls (frsh/frz 1 lb.)	10	1.98	190	1.25	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

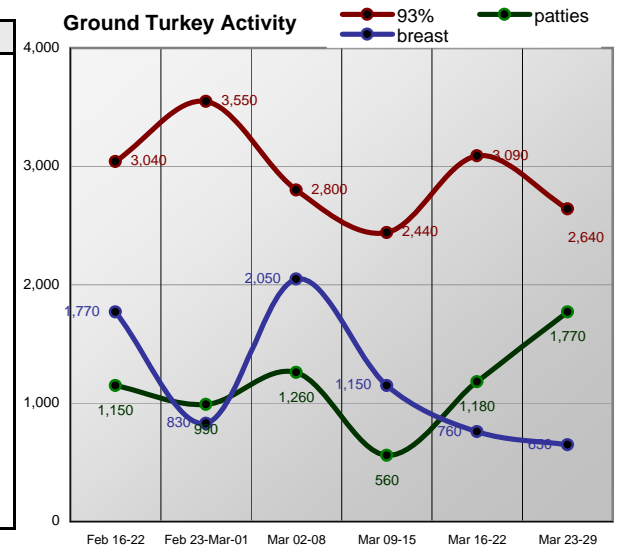
Activity Index: 6 Week Comparison



Turkey Featuring - 03/23 thru 03/29

Feature activity is higher this week with the increase in the Eastern and Central regions overriding a drop in the West. Whole bird offers are up from the prior week and prices are mixed. Fresh and frozen bone-in breasts features are slower, prices are lower on the limited fresh, slightly higher on frozen. White parts offers slipped from last week and prices were lower on most items. Offers of rotisserie breasts and cutlets fell while marinated tenders increased. Prices are lower on most white parts. Dark parts are more active with a greater variety of items offers. Ground turkey promotions are sharply higher and the weighted average price is lower, mostly due to strong offers of 85% lean. Promotions are showing more kosher items for Passover and an increase in Easter dinners.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	43.7% of 7,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 7,170			43.2% of 5,200 sampled outlets 12.1% of stores w/ no-price promotions Activity Index = 3,790			54.6% of 3,900 sampled outlets 9.2% of stores w/ no-price promotions Activity Index = 4,780		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.29	310	1.19						
" - Toms	0.99	110	0.99						
Frozen - Hens	0.99	200	0.99	0.69 - 0.89	220	0.70	0.89	20	0.89
" - Toms	0.99	200	0.99	0.69 - 0.99	310	0.79	0.89	20	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.29	140	1.12	0.99	80	0.99			
Frozen	1.69 - 1.89	500	1.73	0.99 - 1.89	440	1.40	1.79	10	1.79
Hotel Style									
Fresh	1.49	10	1.49	0.99 - 1.49	290	1.05			
Frozen									
Split, bone-in									
Fresh	1.99	50	1.99	2.49	60	2.49			
Rotisserie	3.50 - 8.99	250	5.67	3.50 - 6.99	70	4.93	7.99	140	7.99
Boneless, whole	4.99	10	4.99						
Cutlets	2.99 - 3.99	370	3.97	4.54	140	4.54	4.54	140	4.54
Cutlets, thin sliced	4.99	50	4.99						
Strips									
Tenders				3.99	140	3.99	2.92 - 3.99	260	3.48
Marinated Tenders	3.73 - 3.99	750	3.85						
Drumsticks	1.19 - 1.49	150	1.21	1.18 - 1.49	80	1.28	1.29 - 1.39	390	1.33
Thighs				1.49	20	1.49			
Wings	1.19 - 1.49	150	1.21	1.18 - 1.39	60	1.21	1.29 - 1.39	390	1.33
Necks	1.49	10	1.49						
Smoked Drumsticks				1.79	20	1.79			
Smoked Wings	1.29	170	1.29	0.99	20	0.99			
Smoked Necks	1.29	170	1.29						
GROUND TURKEY:									
Patties	2.29 - 2.99	500	2.61	2.19 - 3.00	220	2.75	2.00 - 3.00	1,050	2.49
Sausage	1.91 - 2.99	780	2.46	2.39 - 2.63	220	2.48	2.05 - 2.46	550	2.40
85% lean	1.68 - 2.30	620	1.98	1.29 - 1.92	780	1.65	1.60 - 1.99	810	1.75
93% lean	1.99 - 2.79	1,340	2.35	1.92 - 2.40	560	2.14	2.00 - 2.79	740	2.36
Breast (99-100% lean)	3.07 - 3.84	330	3.83	3.33 - 3.99	60	3.46	2.92 - 3.99	260	3.48
Rolls (frsh/frz 1 lb.)				1.98	10	1.98			